

§Appl. No. 10/812,398
Amdt. dated July 20, 2005
Reply to Office Action of, April 20, 2005

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Currently Amended) A bookmark comprising:

an elastic band having a selected width between two edges and a selected thickness, the elastic band being expandable from a relaxed condition to a stretched condition when placed over a page of a book and over an outside cover of the book;

a slider mounted on the elastic band, the slider having an outer surface facing away from the elastic band and an inner surface facing toward the elastic band;

a an image support area on the outer surface of the slider, the image support area having a width greater than the width of the elastic band and having an image thereon;

first and second wings extending from the display surface, the first and second wings having flanges thereon which are folded to form first and second tubes for receiving the elastic band therethrough with the elastic band being exposed between the first and second tubes for direct contact with a cover of a book with which the bookmark is used, and

first and second gaps in the first and second tubes, the gaps being between opposed edges of the flanges folded to form the first and second tubes, the gaps each having a width sufficiently large to receive at least one of the edge edges of the elastic band therethrough ~~at least~~ when the elastic band is stretched.

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Claim 2 (Currently Amended) The bookmark of claim 1 wherein the image support area of the slider has a sticker adhered thereto, the sticker having an image on a front surface thereof and adhesive on the ~~back~~ inner surface thereof, wherein the sticker is secured by the adhesive to ~~the a~~ a display ~~substrate~~ surface on the image support area.

Claim 3 (Original) The bookmark of claim 2 wherein the display surface is indented with respect to the front surface of the wings and has a rim portion which extends around the sticker.

Claim 4 (Original) The bookmark of claim 3 wherein the display surface is circular and the sticker is circular.

Claim 5 (Currently Amended) The bookmark of claim 4 wherein the tubes have internal edges and external edges, the internal edges being spaced from one another by the diameter of the display ~~substrate~~ surface wherein the band is exposed as the band extends beneath the display ~~substrate~~ surface.

Claim 6 (Original) The bookmark of claim 5 wherein when the elastic band is in the relaxed condition it frictionally engages with the inner surfaces of the tubes and the edges of the tubes with a higher frictional force than occurs when the band is relaxed.

Claim 7 (New) A bookmark comprising:

an elastic band having a selected width between two edges and a selected thickness, the elastic band being expandable from a relaxed condition to a stretched condition when placed over a page of a book and over an outside cover of the book;

a slider mounted on the elastic band, the slider having an outer surface facing away from the elastic band and an inner surface facing toward the elastic band, the outer surface having a rim portion;

an indented display surface on the outer surface of the slider defined by the rim portion, the indented display surface having a width greater than the width of the elastic band;

a sticker adhered to the indented display surface with the rim portion extending around the sticker, the sticker having an image on a front surface thereof and adhesive on a back surface thereof wherein the sticker is secured by the adhesive to the indented display surface;

first and second wings extending from the indented display surface, the first and second wings having flanges thereon which are folded to form first and second tubes for receiving the elastic band therethrough with the elastic band being exposed between the first and second tubes for direct contact with a cover of a book with which the bookmark is used, and

first and second gaps in the first and second tubes, the gaps being between opposed edges of the flanges folded to form the first and second tubes, the gaps each having a width sufficiently large to receive at least one of the edges of the elastic band therethrough when the elastic band is stretched.

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Claim 8 (New) The bookmark of claim 7 wherein the indented display surface is circular and the sticker is circular.

Claim 9 (New) The bookmark of claim 8 wherein the tubes have internal edges and external edges, the internal edges being spaced from one another by the width of the indented display surface wherein the band is exposed as the band extends beneath the indented display surface.

Claim 10 (New) The bookmark of claim 9 wherein when the elastic band is in the relaxed condition it frictionally engages with the inner surfaces of the tubes and the edges of the tubes with a higher frictional force than occurs when the band is relaxed.

Claim 11 (New) The bookmark of claim 7 wherein the tubes have internal edges and external edges, the internal edges being spaced from one another by the width of the indented display surface wherein the band is exposed as the band extends beneath the indented display surface.

Claim 12 (New) The bookmark of claim 11 wherein the tubes have internal edges and external edges, the internal edges being spaced from one another by the width of the indented display surface wherein the band is exposed as the band extends beneath the indented display surface.